

# Content design: Scheduling app redesign

## CLIENT

Culture Shock Dance Center

## PROJECT SUMMARY

- Clarified and streamlined the large amount of information available in the app and from staff members
- Solidified the brand voice

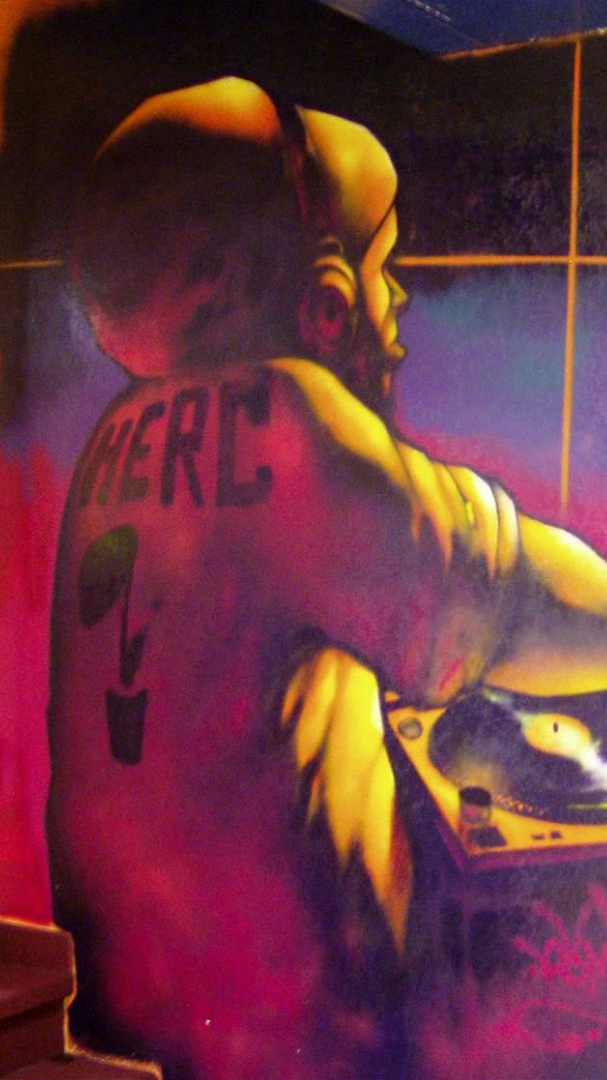
## TIMELINE & TEAM

- 2 weeks, 1 for each iteration
- I was the sole designer/writer

## RESULTS

- A prototype of a cohesive and friendly mobile experience that would improve customer satisfaction and increase business
- A better in-person experience for students and staff alike





## **Company Overview**

Culture Shock Dance Center was a hip hop dance training facility with over 100 classes for students of all ages and experience levels.

On an average day there would be 600 students and parents coming through the doors to take classes and get information.

## **Problem**

Information would vary or conflict between different staff members and the app, leading to frustrated customers and loss of business.

There was no distinct brand voice to tie the large amount of information together.

## TL; DR

PROBLEM	SOLUTION	IMPACT
Unclear or conflicting information between the app and different staff members	<ul style="list-style-type: none"><li>• Lexicon</li><li>• Clearly-defined studio processes</li><li>• Staff training</li></ul>	<ul style="list-style-type: none"><li>• Fewer frustrated customers</li><li>• Increased students and sales</li></ul>
Students would overlook important information because there was so much copy in the app	<ul style="list-style-type: none"><li>• Pared down copy</li><li>• Reconfigured typography</li></ul>	Fewer basic questions from customers
Voice and tone of copy was inconsistent	<ul style="list-style-type: none"><li>• Voice and tone guide</li><li>• Lexicon</li></ul>	All current and future information would be aligned and cohesive, which elevated confidence in the studio's brand

The studio's goal of **increasing revenue** could be reached more easily by **improving clarity** around classes, styles, and the studio itself.



#### STUDIO GOALS

- Increase the number of classes purchased and attended
- Reduce customer confusion and frustration relating to classes, styles, and studio processes
- Elevate the brand in the community



#### DANCER GOALS

- Easily purchase and attend classes
- Know what classes, styles, and levels are offered
- Rely on Culture Shock as an important part of the community

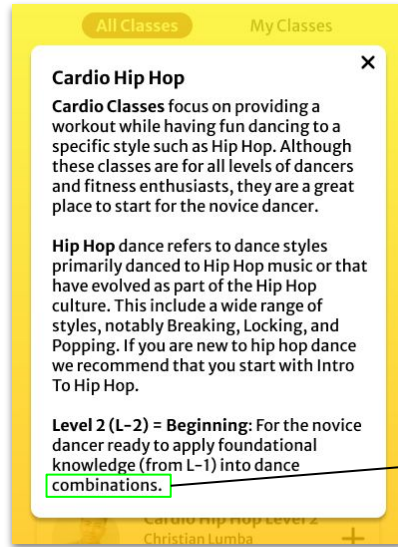
## The foundation for improving the app’s content was **defining 3 product principles** and creating a **voice & tone chart**.

Culture Shock’s mission was to provide high-quality dance education for students of all ages and levels. From this, I defined 3 product principles: **welcoming**, **fun**, and **educational**.

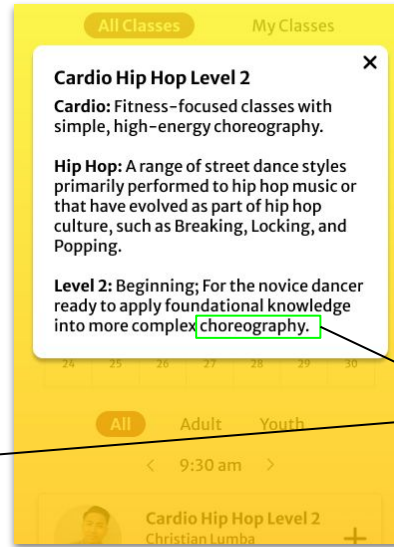
I wanted to emulate the **friendliness** of a conversation with staff while ensuring information was **accurate and easy to understand**.

	<b>WELCOMING</b>	<b>FUN</b>	<b>EDUCATIONAL</b>
<b>CONCEPTS</b>	<ul style="list-style-type: none"> <li>• “For all people”</li> <li>• Friendly, straightforward</li> </ul>	<ul style="list-style-type: none"> <li>• Energetic</li> <li>• Enthusiastic</li> </ul>	<ul style="list-style-type: none"> <li>• Make complex things simple</li> <li>• Learn new styles and moves</li> </ul>
<b>VOCABULARY</b>	Simple language	Simple language	<b>Use:</b> <ul style="list-style-type: none"> <li>• Drop-in, package, session</li> <li>• Breaking</li> </ul> <b>Do not use:</b> <ul style="list-style-type: none"> <li>• Membership, pass</li> <li>• Breakdance</li> <li>• Urban</li> </ul>
<b>VERBOSITY</b>	Enough to convey accurate information and concepts	<ul style="list-style-type: none"> <li>• Simple sentences</li> <li>• Don’t overuse adjectives</li> </ul>	Enough to convey accurate information and concepts
<b>GRAMMAR</b>	Simple sentences, phrases	Simple sentences, phrases	Simple sentences, phrases
<b>PUNCTUATION</b>	<ul style="list-style-type: none"> <li>• Use periods, commas</li> <li>• Few exclamation points</li> </ul>	<ul style="list-style-type: none"> <li>• Few exclamation points</li> <li>• No emojis</li> </ul>	[not punctuation-specific]
<b>CAPITALIZATION</b>	<ul style="list-style-type: none"> <li>• Title-case titles, H1</li> <li>• Sentence case buttons, H2 and below</li> </ul>	<ul style="list-style-type: none"> <li>• Title-case titles, H1</li> <li>• Sentence case buttons, H2 and below</li> </ul>	<ul style="list-style-type: none"> <li>• Title-case titles, H1</li> <li>• Sentence case buttons, H2 and below</li> </ul>

# Class registration: Removed extraneous words and updated language.



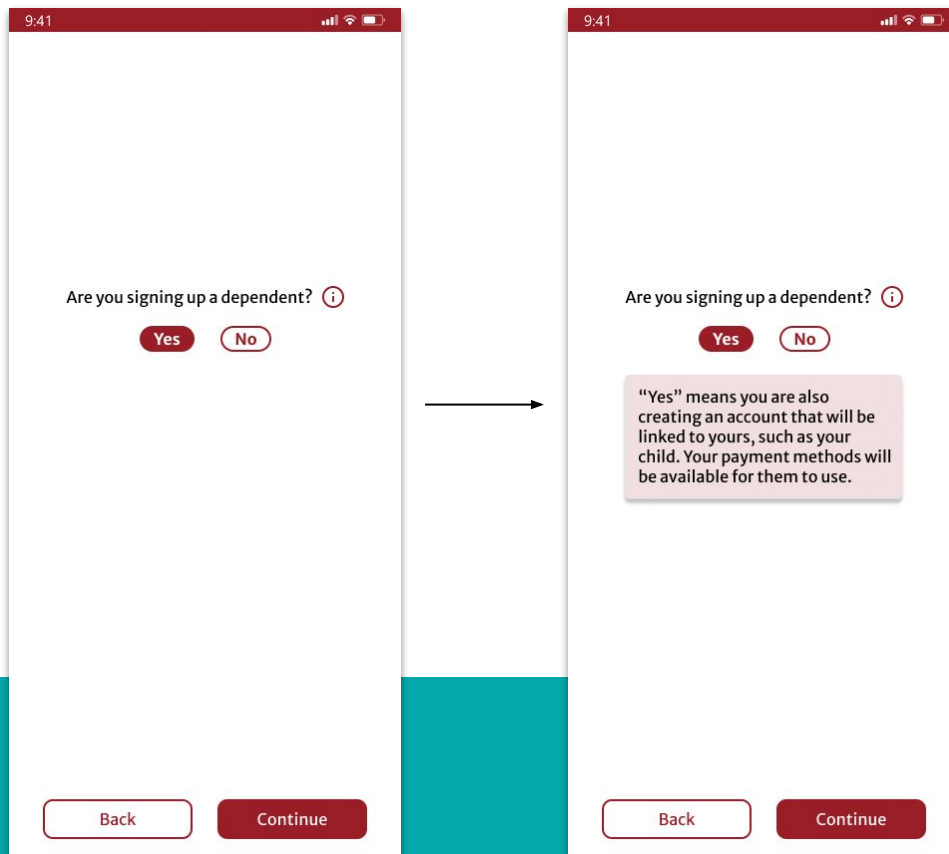
Before



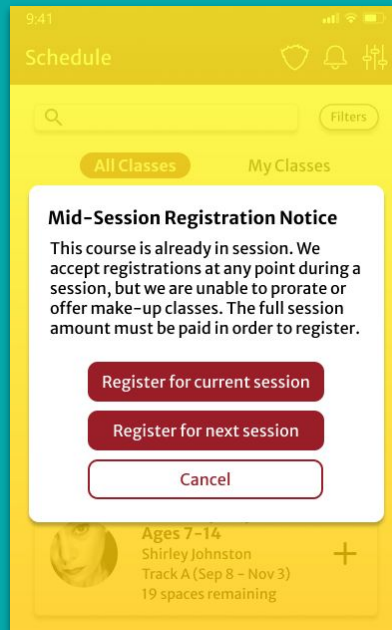
After

“Choreography” is a more recognizable term than “combinations”.

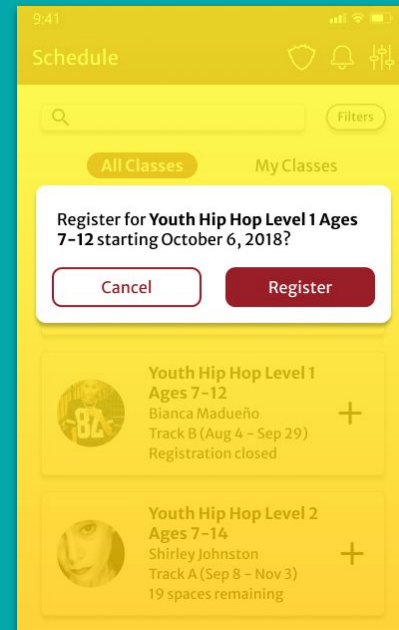
## Account registration: Added **contextual help** for if and when it's needed.



Youth session registration:  
Changed business rules  
and **cut down copy** so  
the most important  
information was clear and  
up front.

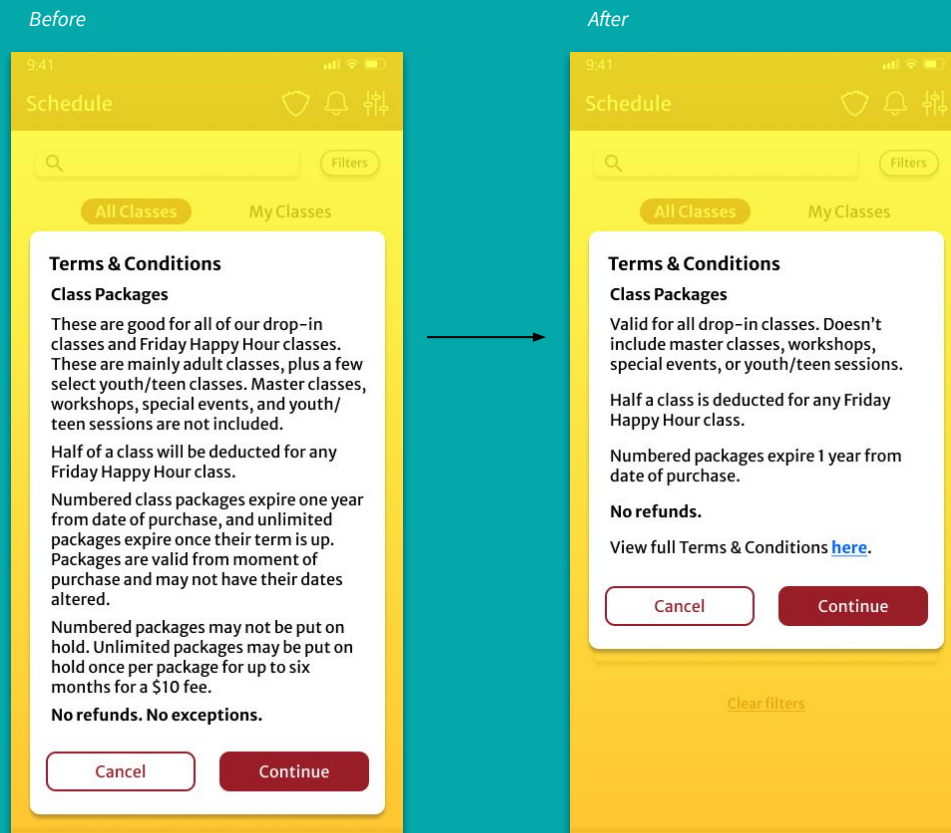


Before



After

Terms & Conditions: Included the **most important information up front** with the option to view in full.



Management and I **educated desk staff** to ensure everyone was providing accurate information, and **where to look for guidance** when making future updates to the app and website.

## **Providing students with only the information they really need increases sales and confidence in the business.**

### **HOW I WOULD MEASURE SUCCESS**

- Happier customers: Fewer customer complaints
- More students and purchases: Happier customers and increased word of mouth led to more business
- Happier and more productive staff: More information is now seen within the app, allowing staff to have more time with customers on other topics and tend to other duties

### **WHAT I LEARNED**

- The studio can provide better customer service when terminology and processes are clearly defined
- Customers are more likely to learn about classes and policies when reading is minimized